

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 488371 /		<u>Alt Order #</u> 06263913
<u>Product</u> DCCC		
<u>Contract Dates</u> 09/18/12 - 09/24/12	<u>Estimate #</u> 1503	
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 09/17/12 / 09/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Great American Media (GMMB)**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 11	KVVU	09/19/12	09/24/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				2	\$185.00			
N 12	KVVU	09/19/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				4	\$1,325.00			
N 13	KVVU	09/19/12	09/24/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				1	\$825.00			
N 14	KVVU	09/19/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				3	\$550.00			
N 15	KVVU	09/19/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				1	\$380.00			
N 16	KVVU	09/19/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				3	\$550.00			
N 17	KVVU	09/19/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				2	\$675.00			
N 18	KVVU	09/19/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	M-WTF--				2	\$625.00			
N 19	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----S-				1	\$800.00			
N 20	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----S				1	\$1,075.00			
<b>Totals</b>											<b>46</b>	<b>\$32,400.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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**Henderson, NV 89014**  
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<u>Contract Dates</u> 09/18/12 - 09/24/12	<u>Product</u> DCCC	<u>Estimate #</u> 1503
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 09/17/12 / 09/17/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	46	\$32,400.00	\$27,540.00
<b>Totals</b>	<b>46</b>	<b>\$32,400.00</b>	<b>\$27,540.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6263913 TRF# 488371  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP17/12 14.01  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # 762 SALESMAN #

AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # CONTRACT # 6263913 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1503 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP17/12 14.01

REP: TO ROSE  
FROM TERESA  
REVISED ORDER... ADDED LINES 11-20 TO ORDER. PLEASE NOTE THAT THESE \$\$\$  
WERE SHIFTED FORWARD FROM \$\$\$ BOOKED ON HDLN 6268516  
REV TTL 32400  
PLEASE CONFIRM

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	A		1000A-1100A	30		\$185.00	9/18	9/24	2		TU-F,M	2
PROGRAM : DR OZ												
12	A		1000P-1100P	30		\$1,325.00	9/18	9/24	4		TU-F,M	4
PROGRAM : LATE NEWS												
13	A		1100P-1135P	30		\$825.00	9/18	9/24	1		TU-F,M	1
PROGRAM : NEWS												

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1503  
AGENCY PRODUCT CODE = 14

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\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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14	A		500P-530P	30		\$550.00	9/18	9/24	3		TU-F,M	3
PROGRAM : NEWS												

15	A		500A-600A	30		\$380.00	9/18	9/24	1		TU-F,M	1
PROGRAM : NEWS												

16	A		530P-600P	30		\$550.00	9/18	9/24	3		TU-F,M	3
PROGRAM : NEWS												

17	A		600A-700A	30		\$675.00	9/18	9/24	2		TU-F,M	2
PROGRAM : NEWS												

18	A		700A-900A	30		\$625.00	9/18	9/24	2		TU-F,M	2
PROGRAM : NEWS												

19	A		1000P-1100P	30		\$800.00	9/22	9/22	1		SAT	1
PROGRAM : NEWS												

20	A		1000P-1045P	30		\$1,075.00	9/23	9/23	1		SUN	1
PROGRAM : NEWS												

SEP/12 32400.00 CONTRACT TOTAL 32400.00  
TOTAL SPOTS 46

MARKET TOTALS \$1,060,735 KVVU 21% KSNV 28% KLAS 28% KTNV 14% KVMY 6% KVCW 2% CABL 0%  
KTUD 1%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE